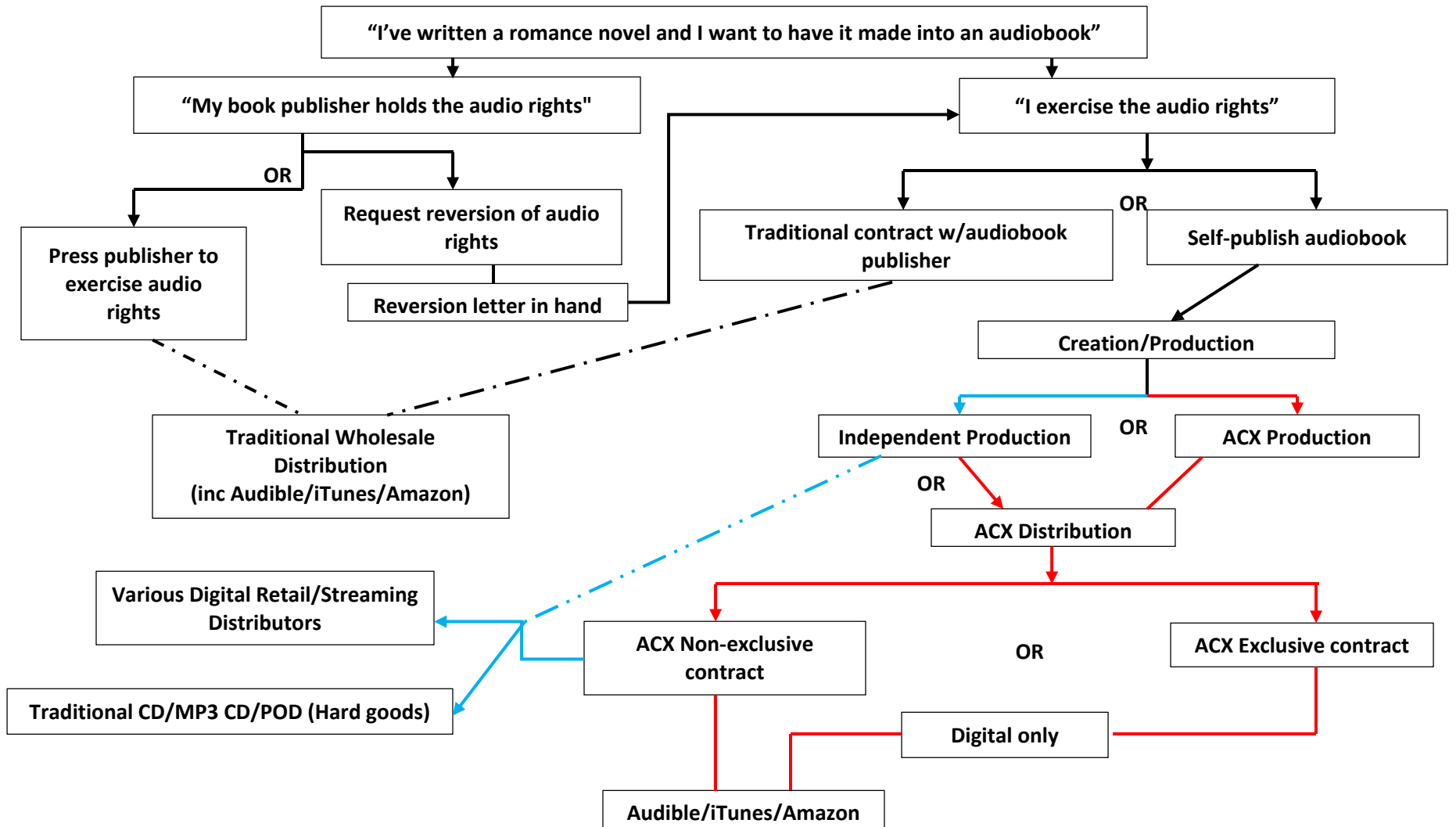


Audiobook Decision Tree for Authors



Factors at each Decision Point:

- Quality Control
- Cost (per finished hour)
- Royalty/Discount rate
- Publicity/Promotion
- Distribution reach (digital/hard goods/libraries)

- ← Rights Holder's Decision Points (arrow)
- inside ACX Process
- outside ACX Process
- - - - traditional publisher process